

Take-out!

This project studies take-out apps to analyze the experience of ordering food via a mobile app. I decided to study Erbert & Gerbert's in order to focus on an app that provided delivery as part of their services.

I chose this app for this project because their menu could be laid out in a more efficient way, and I want to see if my solutions test well with users. Within the competitive analysis, I looked for apps that have delivery and /or takeout components in order to compare their ordering processes.

Since I've used the website and app before, I'm used to their ordering experience. I'm curious to see if that is the case with a wider user group.



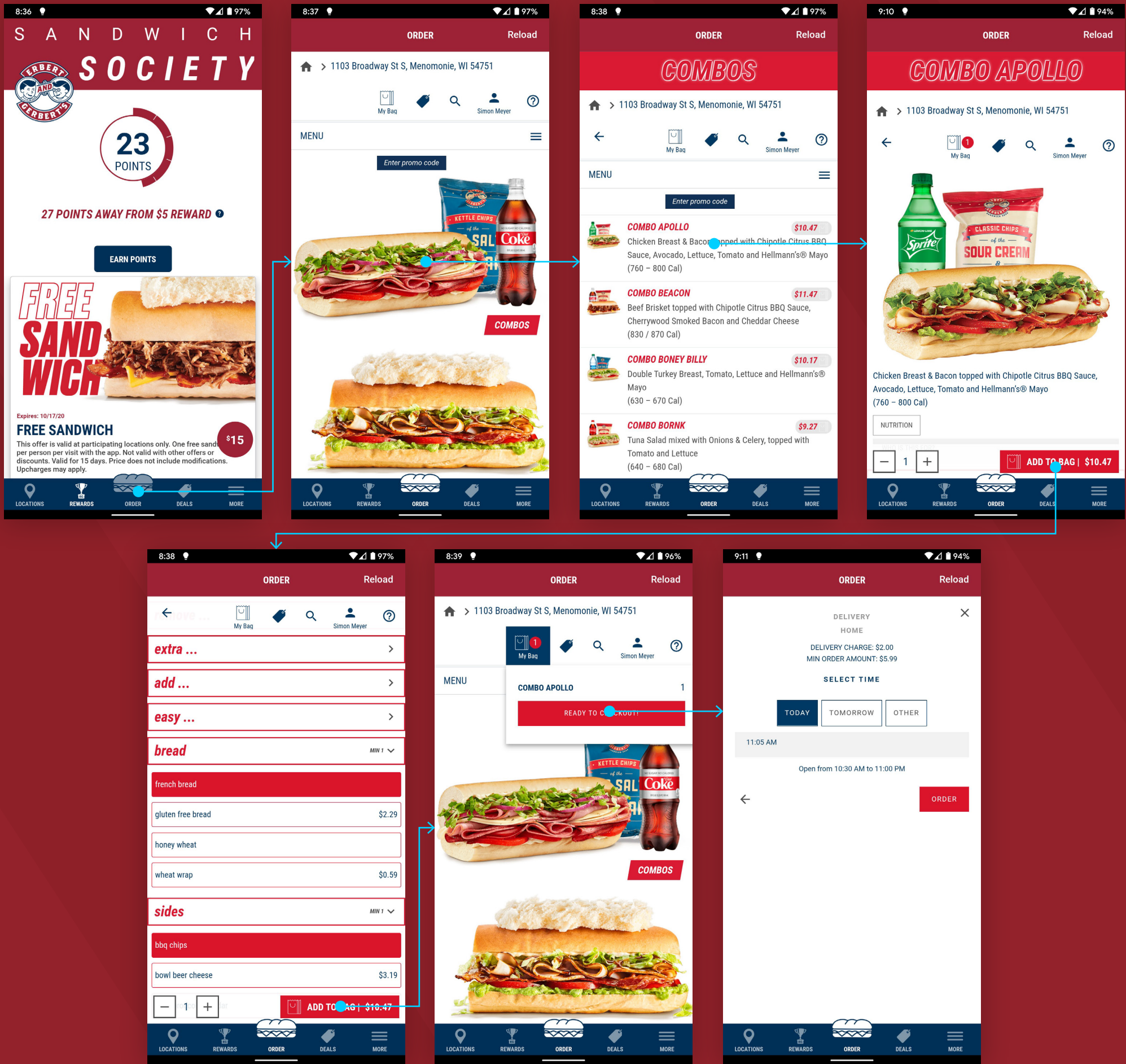
Erbert & Gerbert's

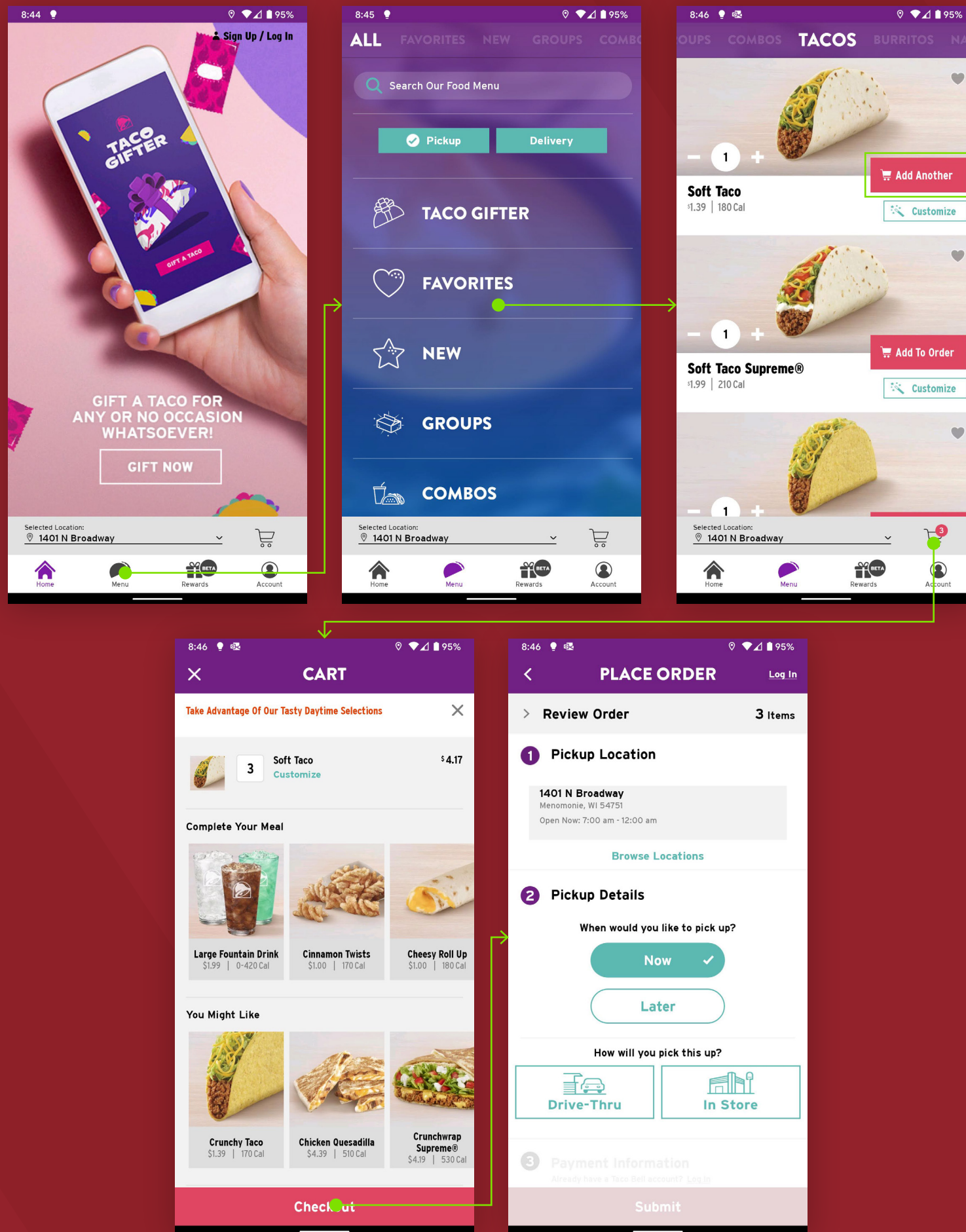
The Erbert and Gerbert's app was a generally smooth experience. I already had an account with them, so my address and payment method was already set up. After selecting my menu item, I tapped the "Add to Bag" button and the view panned down to reveal options for customizing my selection. Once I selected all the options, I was able to check out normally.

Since I've used the app before, I'm biased. We'll see if user interviews reveal anything interesting.

The strengths of the app are the large eye-catching photos, along with the emphasis on customization.

The most obvious weakness is redundant navigation options, but I also noticed that I had to scroll too much to view all of the menu and customization options.





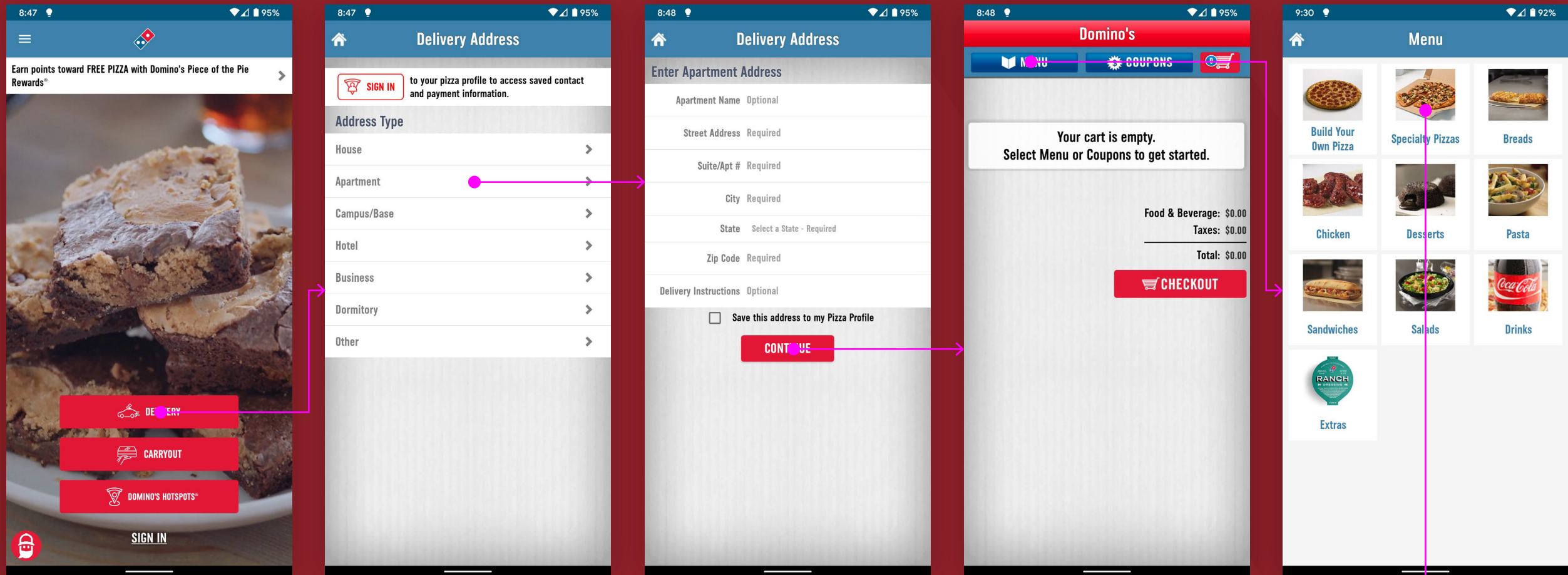
Taco Bell

The Taco Bell app was clean and easy to navigate. The UI was visually interesting, and the colors made it fun to browse as well.

Similarly to the Erbert and Gerbert's app, I navigated to the menu, category, and then item. Customizing the menu item was under a separate button - "Customize" but you could quickly add items into your cart without customizing if you wanted the default options. After tapping the "Add To Order" button, it changed to "Add Another" it took me a moment to realize what had happened, and I accidentally added an extra taco into my cart. There was no pop up that I had successfully added a taco, just the cart at the bottom with a small number to represent how many items were in my cart.

Strengths are the clean UI and visual style - it looks appealing! Experience is very quick as well, it doesn't take long to order.

Main weakness is a lack of user feedback when an item is added to the cart.

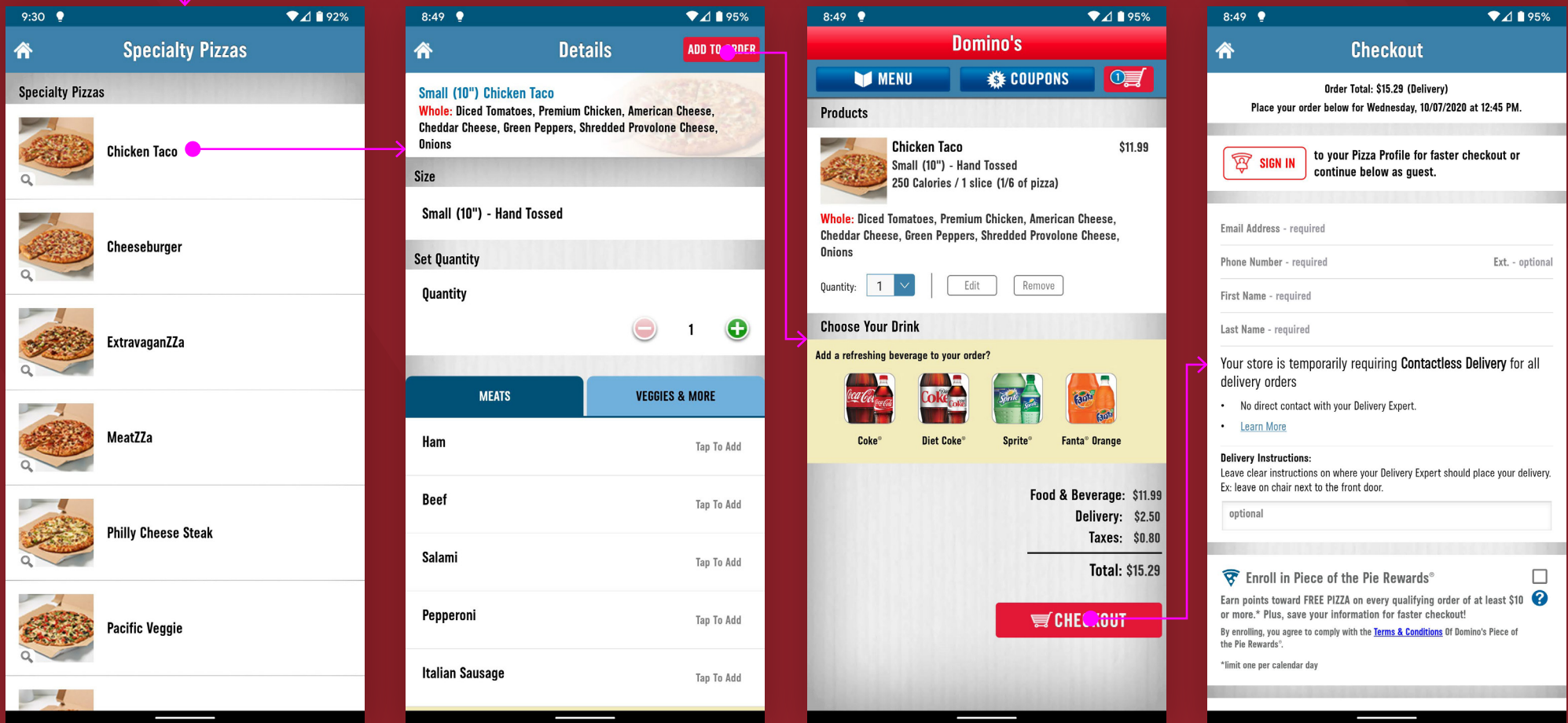


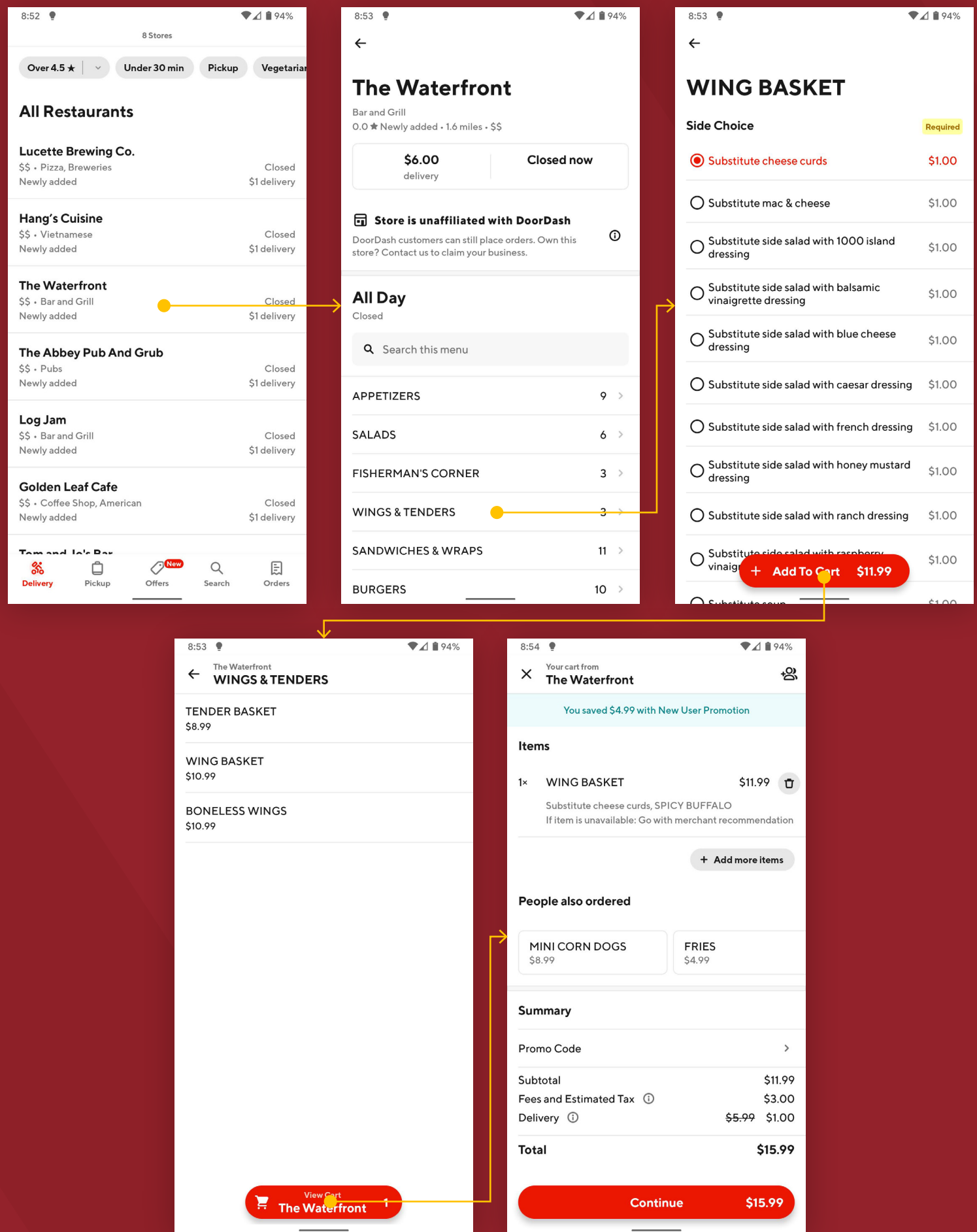
Domino's

The Domino's app was the lengthiest process, even when ordering a specialty pizza that doesn't require extensive customization. Unlike the previous two apps, Domino's has you enter your delivery information before accessing the menu. It then brings you to your empty cart instead of the menu. Ordering the item was fairly standard, although the UI looks a bit dated and could be organized better.

A strength of this app is the grid layout for the menu categories instead of a long list.

Weaknesses are much easier to find than strengths. The UI is dated, the app asks for delivery information before being able to see the menu, and the app brings you to an empty cart when you begin your ordering process.





DoorDash

DoorDash is somewhat unlike the rest of the apps I’ve studied. It isn’t one single brand, and therefore has multiple menus to juggle at once. However, it offers delivery as a primary service, and I wanted to see if there were any interesting new ideas that the app used.

The DoorDash app was an app I had never used before, so I had to create an account. I selected a restaurant, and navigated their menu to select my item. This process was very quick, and I would’ve been tempted to order if I wasn’t outside of the delivery range. The lists for the menu options can get quite lengthy, as seen in the third screenshot.

Strengths are the clean UI and smooth ordering process. Even with multiple menus, it was easy to find something to order.

Weaknesses are the lack of images to base your order off of, along with the reliance on long lists that take a while to scroll through.

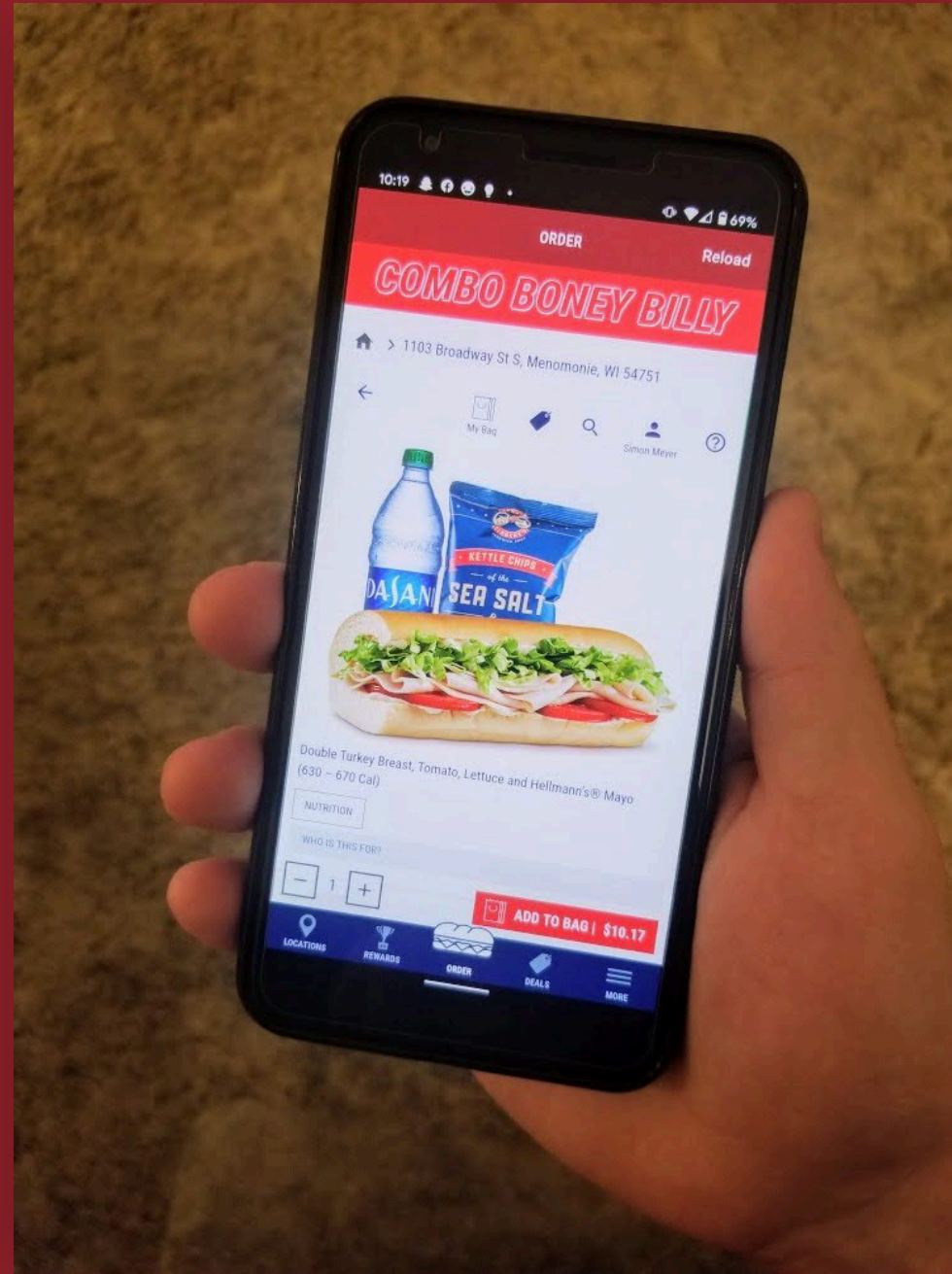
User Research

Research was done through multiple methods: app store user reviews, an online survey, and in-person usability testing.

In-person testing was limited, as I could only get two people to participate. I simply handed them my phone with the app loaded up and asked them to place an order. I wanted to see what types of items they gravitated towards, along with what additional steps they took as a part of their ordering process.

One of the additional steps was adding a coupon onto the order. This is hidden under a small shopping tag icon that made it difficult for one of the users to find.

Another main task was customization. This step took both users a while to complete, as they had to scroll up and down the customization list to find the items they wanted to add or remove.

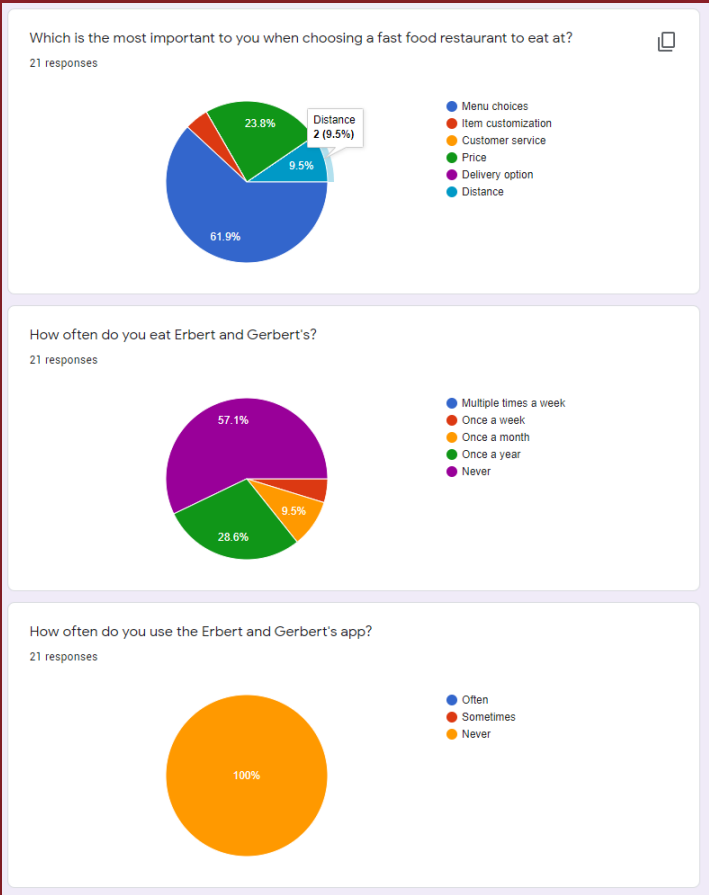
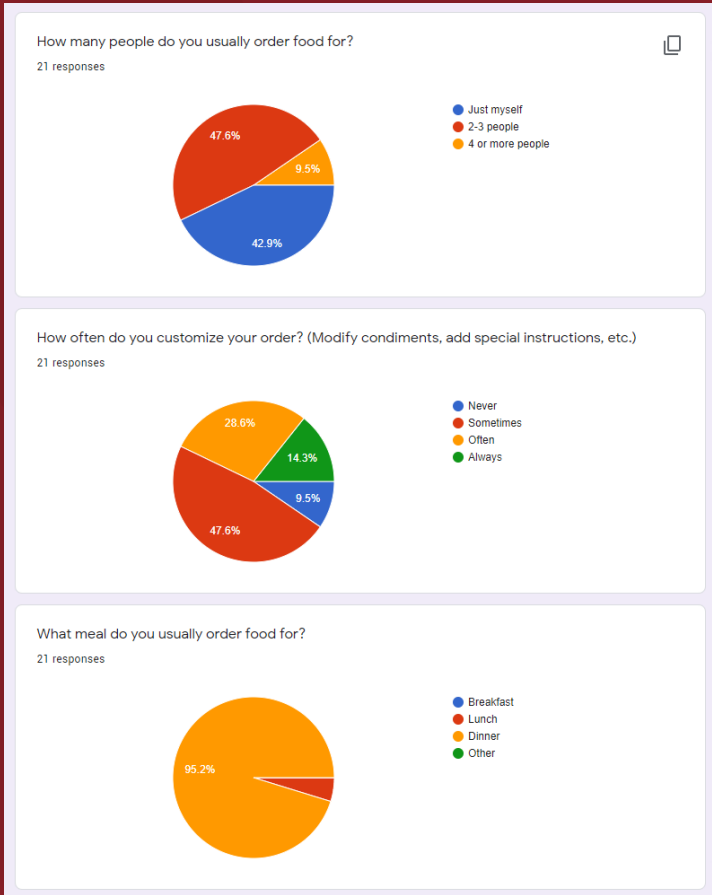
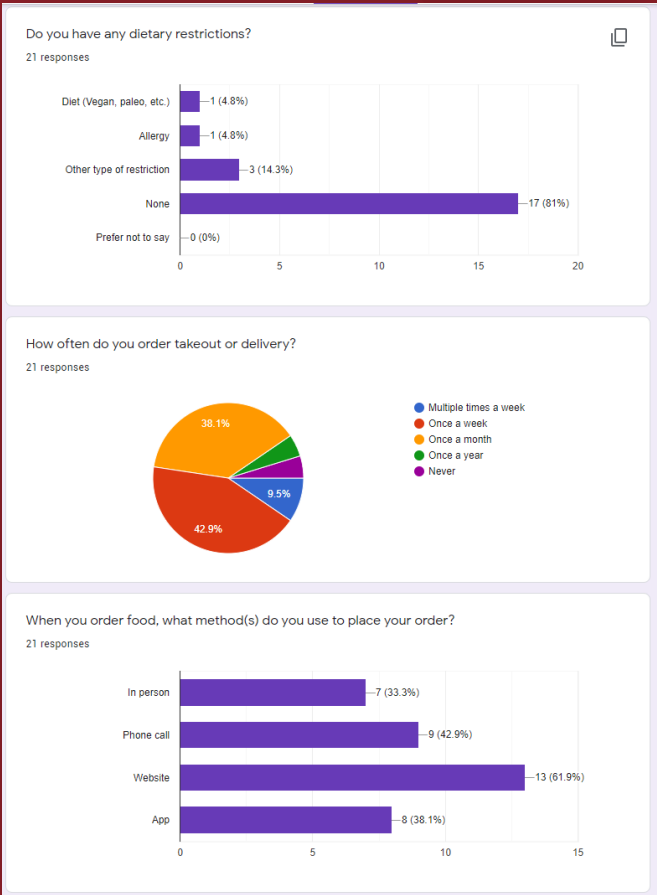
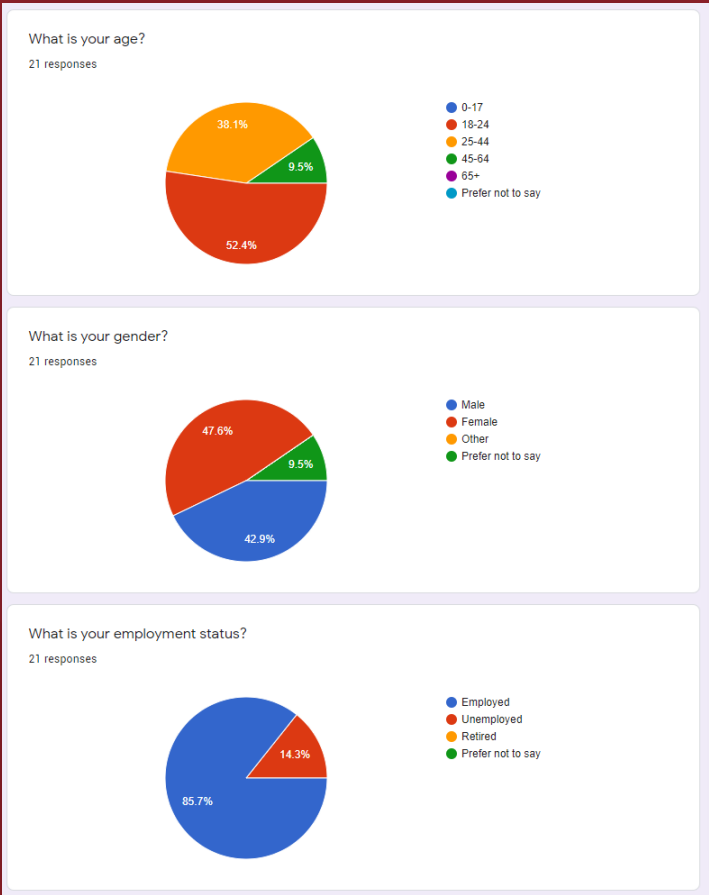


Online Research

The online survey generated the most information, and showed some general trends among users that were useful in creating user personas.

I particularly found the splits between how many people users order for, along with the frequency of customization, to be interesting takeaways for this survey. Not everyone is interested in customization, and many people are just ordering for themselves.

App store user reviews mostly contained complaints about technical issues, but some of the issues the in-person testers ran into were echoed by the app store reviewers - coupon issues.



11:08

68%

Erbert and Gerbert's

2.6

Ratings and reviews

A

Anthony Lochson

★ ★ ★ ★ ★

6/6/19

What a pile. Lost all my earned points when switching over from the card. The "migrate your points" option is a joke. It does no such thing. Kiss your points goodbye. There is a Subway like 2 feet away from Erbert and Gerbert's, think I will go there from now on. They don't screw their loyal customers.

Was this review helpful?

Yes

No

Tammi Bauer

★ ★ ★ ★ ★

10/15/19

App doesn't work. When scanning a receipt it always says oops. It's taking longer than normal try again later. I have never received points from this app and I have had it for over a year. Never get points when I order from it either. Maybe you should fix it. I stopped ordering from you guys about 4 months ago. Don't like being lied to

Was this review helpful?

Yes

No

Adam Ferber

★ ★ ★ ★ ★

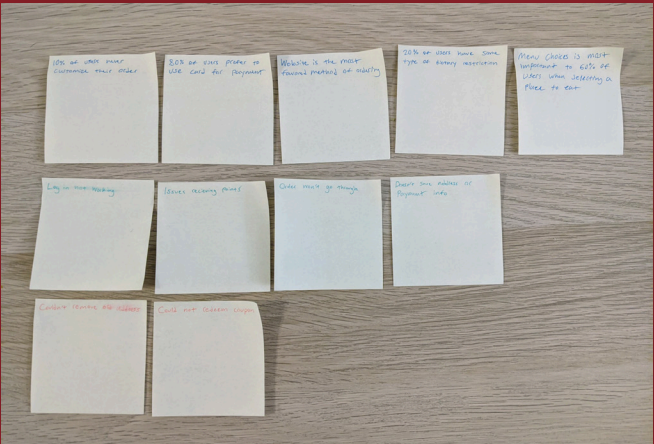
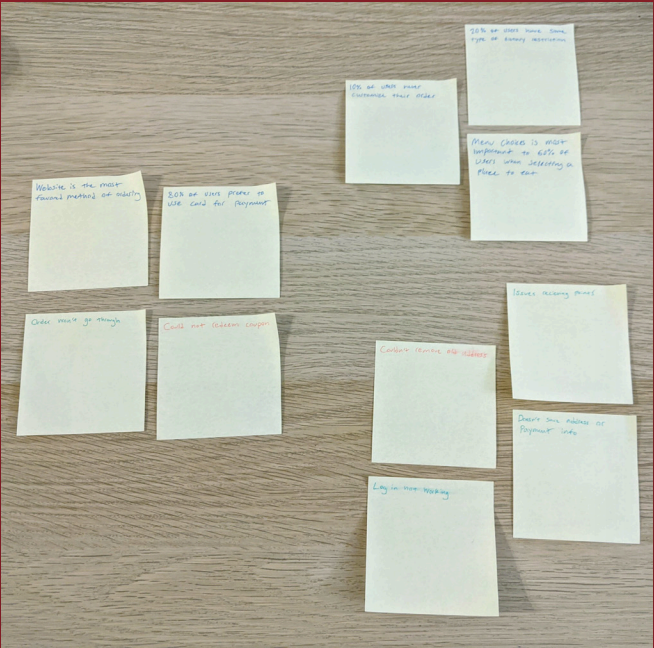
4/5/19

didn't think anything of it, got the app, scanned the receipt, 7 points from \$5 off, decent. also, I assume that the birthdate entry is for birthday subs and/or coupons, but I have to wait a whole year to tell. keep up the great work on the app!

Was this review helpful?

Yes

No



Observations

Menu

10% of users never customize their order

20% of users have a dietary restriction

Menu choices is most important when selecting a place to eat

Ordering

Order wouldn't go through

Website is the favorite method of ordering

Prefers to use card for payment

Couldn't find coupon button for redemption

Account

Couldn't remove old address in app

Didn't save address or payment information

Log in not working

Didn't receive points

Observations

I labeled my observations based on where I found the information from: in-person (red), app store reviews (green), and online survey. (blue)

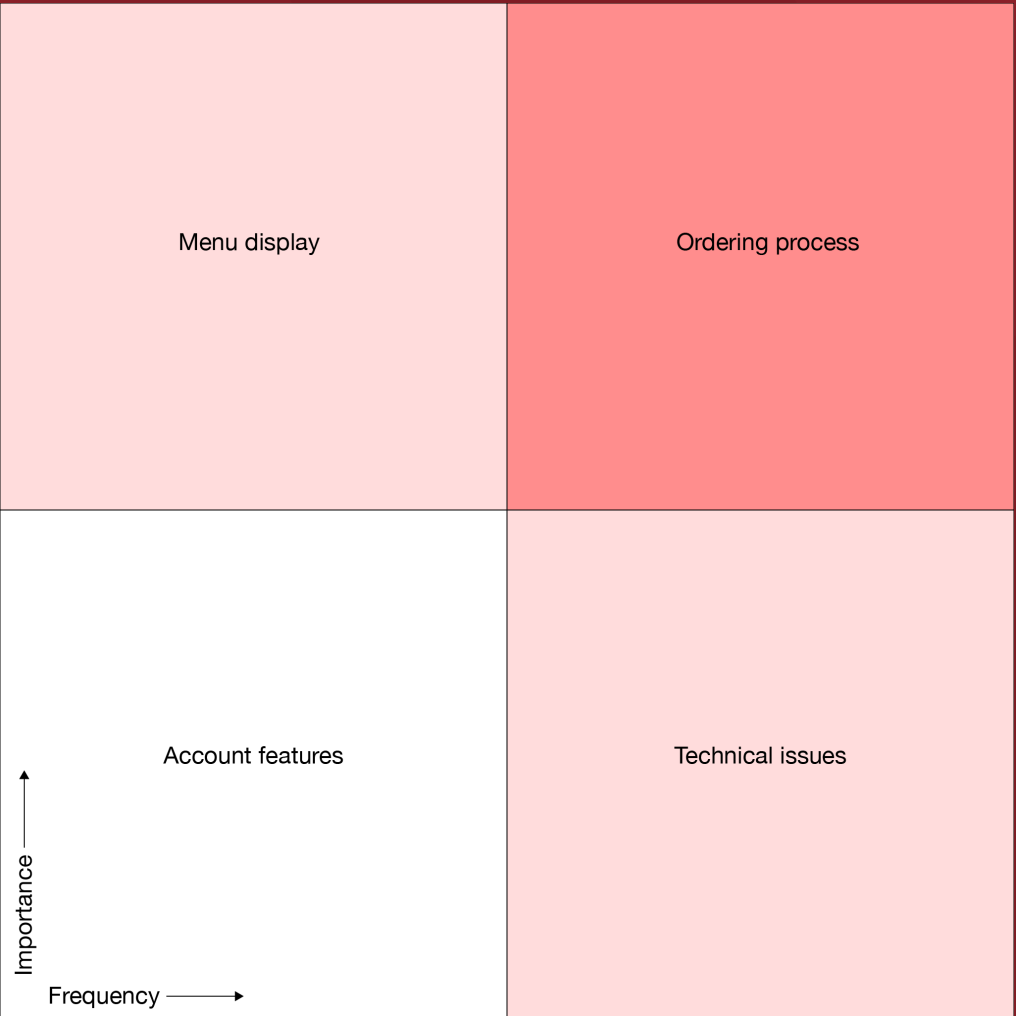
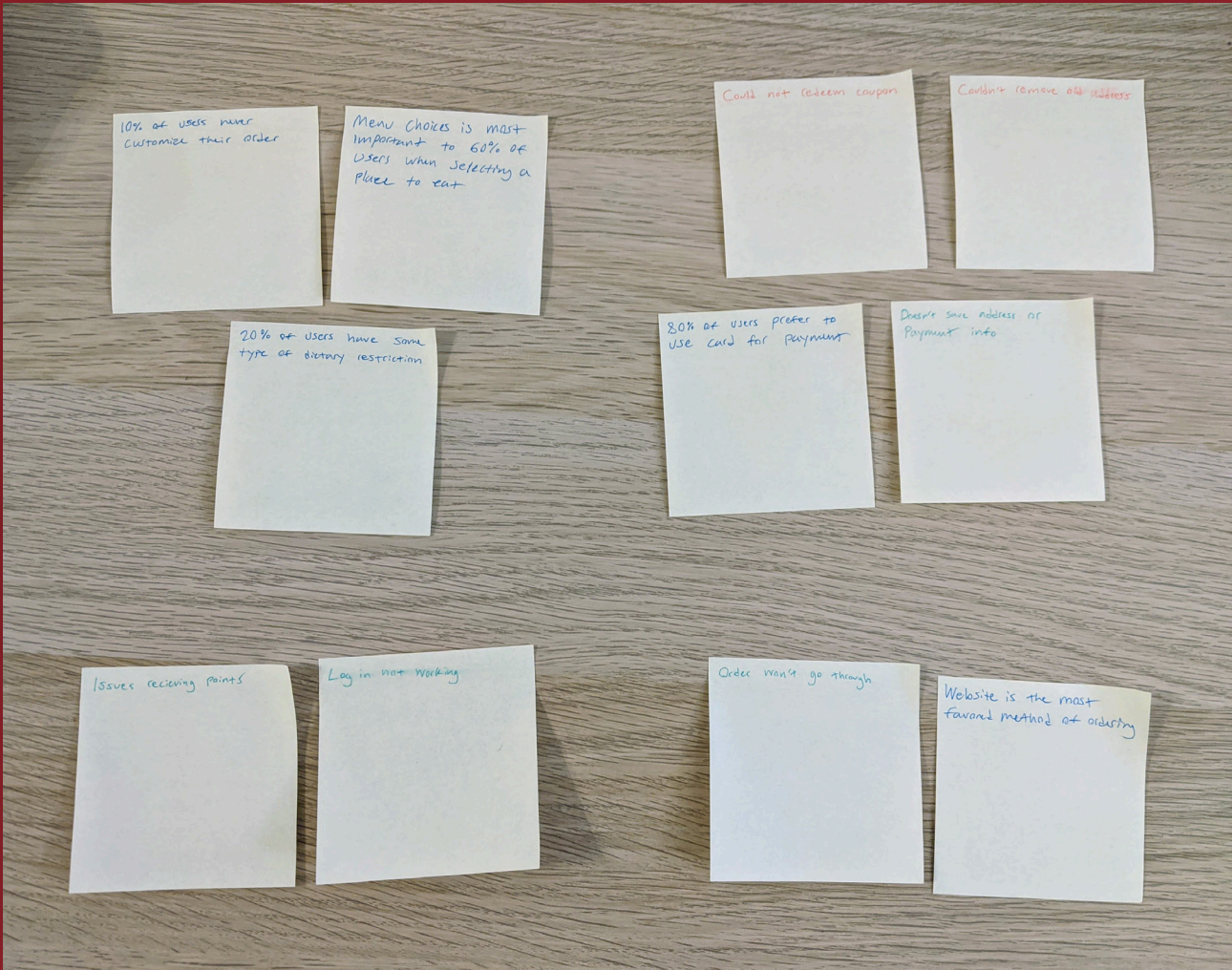
When sorting the observations, I tried to determine the function that the observation was related to. This would help me understand what types of issues users are running into, along with what needs they may have regarding that function. It would also help with the prioritization matrix in the future.

The affinity map showed the issues were divided between the menu, ordering process, and the user's account.

Prioritization

I divided the observations again into a prioritization matrix, and found the most important category to be the ordering process. This was the issue that users commented on the most - taking a while to find items, customization taking too long, and figuring out coupons being the main observations. The survey also revealed that the menu is the most important part of choosing a restaurant for most users.

There are always technical issues to track down such as coupons not redeeming or not receiving points after an order, but I won't be addressing those types of issues with my sketches and paper prototype.



User Personas

Based on all of the research data, I observed two main divides between users: the desire to customize items, and how many people users are ordering for. These are the main characteristics of my personas, although I also incorporated some of the other survey results into them as well.

Caitlin, the primary persona, represents a user that orders for multiple people, has to account for dietary restrictions, and desires a smooth customization experience. Adam, the secondary persona, just wants their food quickly and doesn't want to waste time ordering.

Anything that benefits the primary should also benefit or not affect the secondary user. Adam could simply skip the customization step and allergy information that would be detailed for Caitlin.



Caitlin

"I want to make sure everyone in my family can have something to eat"

WORK: Unemployed
AGE: 41

CHARACTERISTICS

- Has multiple dietary restrictions
- Always customizes their order
- Orders for multiple people
- Dislikes using mobile apps
- Order customization is most important

GOALS

- Accurate orders
- Detailed order customization
- Accessible allergy information
- Easy to use coupons

Primary



Adam

"I want to waste as little of my lunch break as possible"

WORK: Employed
AGE: 23

CHARACTERISTICS

- Has no dietary restrictions
- Never customizes their order
- Only orders for themselves
- Likes using mobile apps
- Menu choices are most important

GOALS

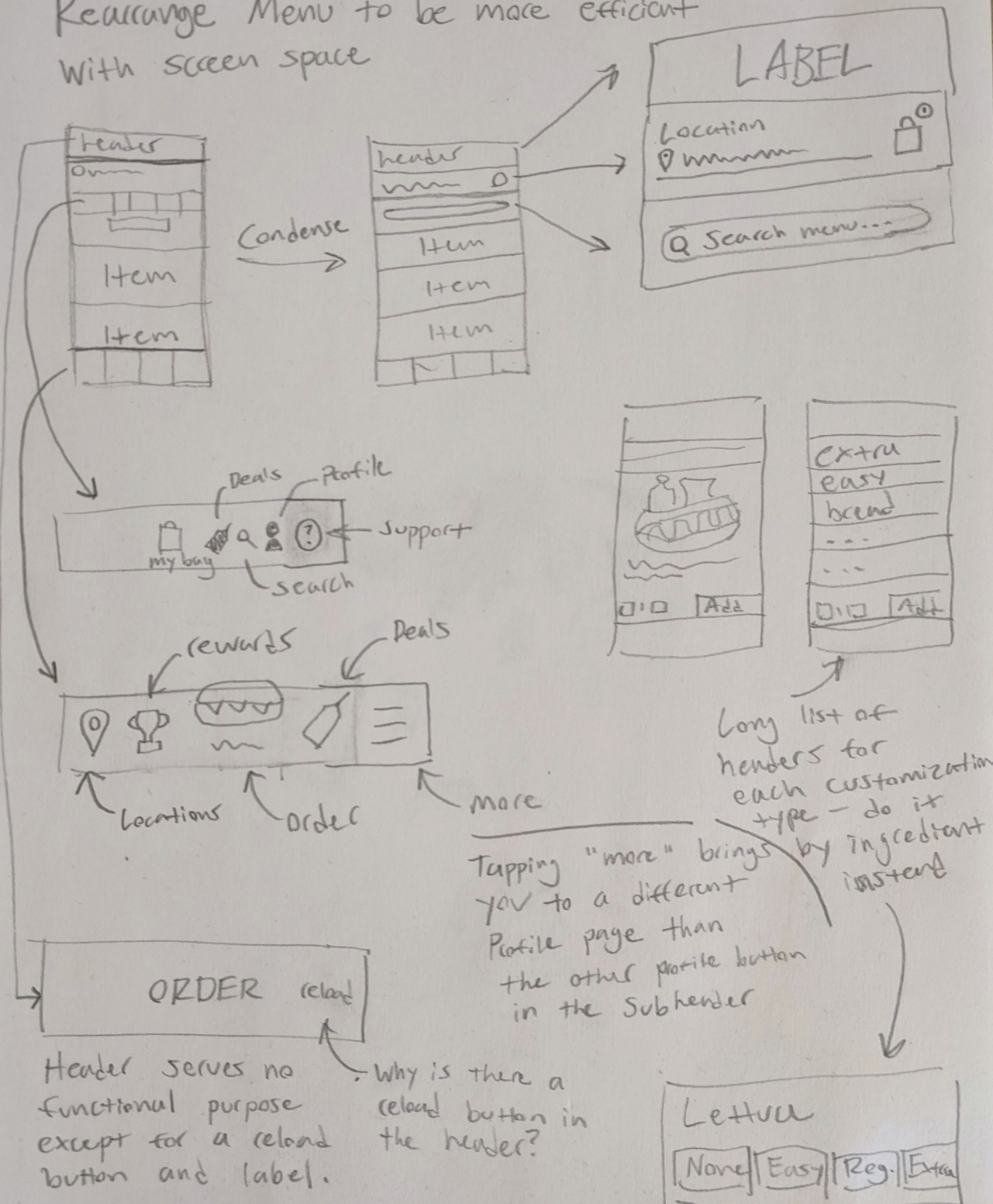
- Fast delivery
- High quality
- Quick ordering process
- Useful customer rewards

Secondary

Sketches

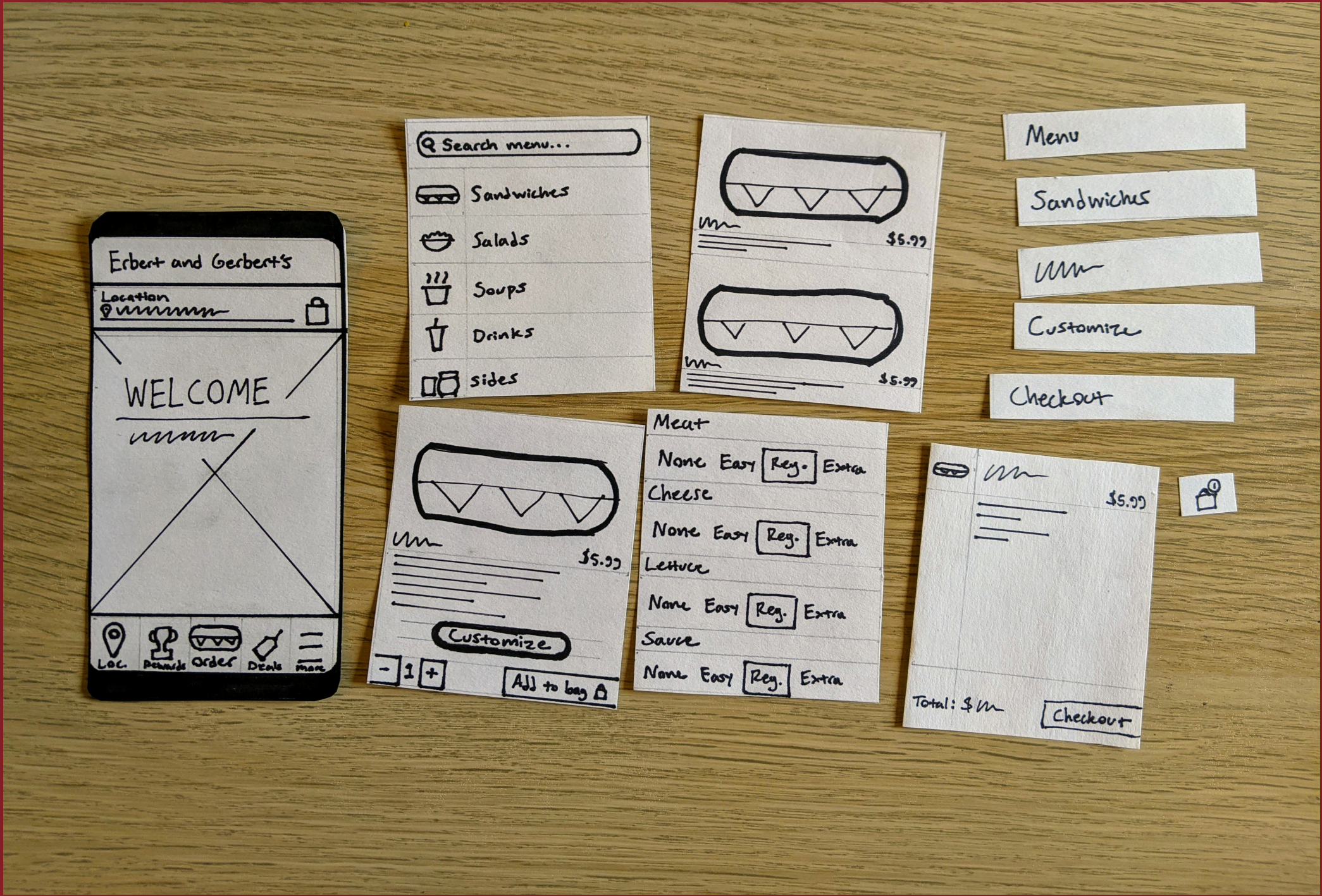
To plan out what I would change in the app, I sketched out a few ideas based on trends in the research. The order process overall had to be smoother and less confusing. I reorganized navigation elements and reordered the menu to make it easier to browse. I also prioritized the search function by adding it in as a bar rather than a small icon. Some of these design choices are seen in the Taco Bell app, and it provides a smoother experience.

Rearrange Menu to be more efficient
With screen space



Prototype

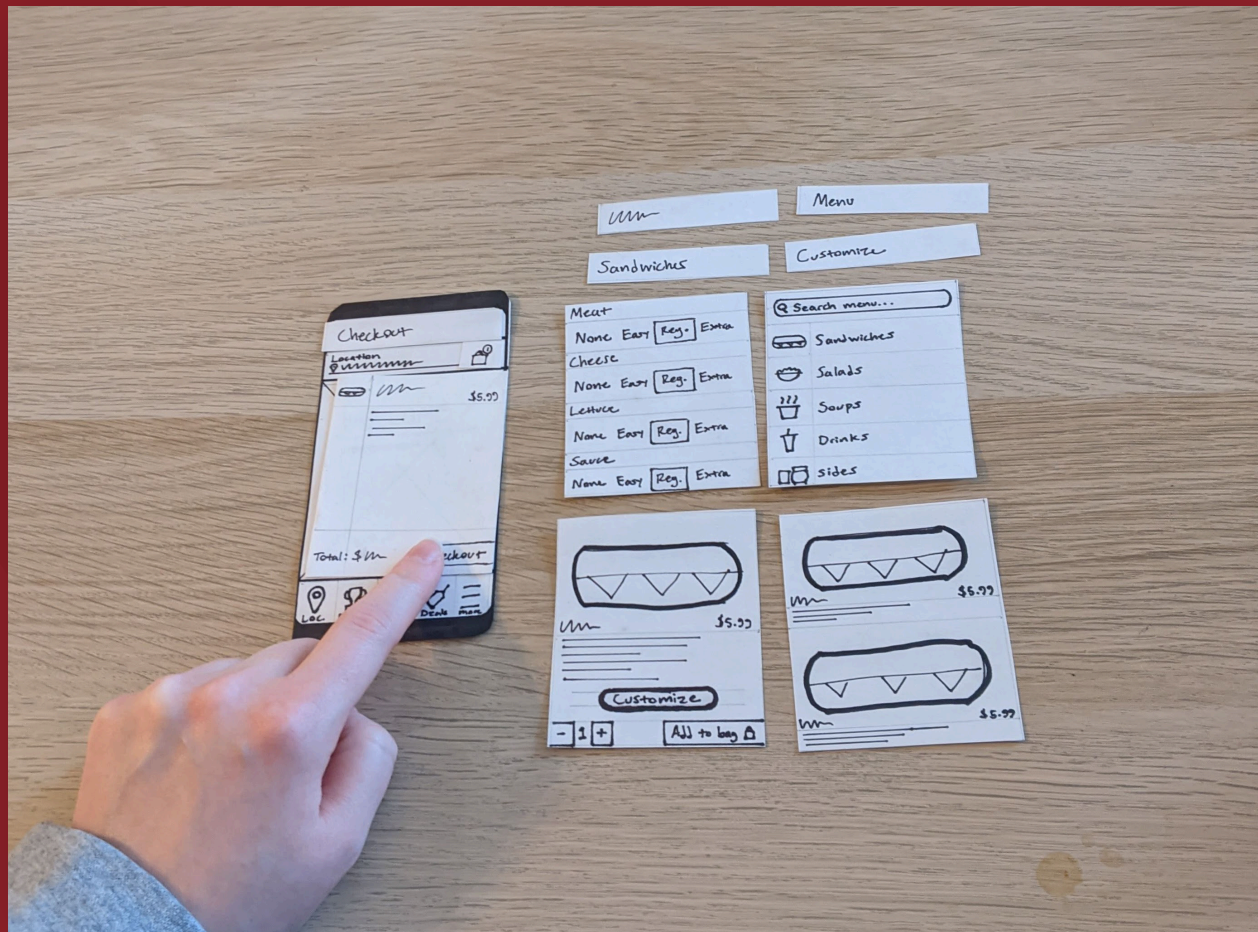
I created a cutout of a phone with a default welcome screen along with several other options for screens based on their progress in the ordering process. They'll start by navigating to "Order" in the bottom navigation, this is identical to the current app, although it could be relabeled "Menu". They'll be displayed a list of categories, followed by the category items and their selection. I also included a customization screen that provides an easier to understand experience. The prototype finishes with them tapping the "Checkout" button.



Lo-fi Testing

I was able to test the prototype in-person with one user, and online with two via video chat apps - Snapchat and Zoom. The left photo reflects my in-person user, who asked not to be included in the photo beyond their shown hand. The right photo reflects my setup for online video calls.

I provided all of the users with a prompt of placing an order for one sandwich. For the online calls, I asked them to think out loud and tell me where they would like to tap on the lo-fi interface. I would confirm by pointing at the specified location, and then would switch out the paper pieces to reflect the page change. Methodology for my in-person user was identical except they were able to “tap” themselves.



Observations

"I like the buttons for the condiments!"	Unsure of how to get to the cart	"That was fast!"
"I'm done already?"	Enjoyed the sub icon for ordering	Used the search function to find a sandwich
"Now I'm hungry"		

Lo-fi Observations

All of the users were able to successfully place their orders, and all of them chose to customize their sandwiches. One notable hiccup was a bit of confusion on how to get to the cart - tapping on the bag icon. This behavior is similar to real app, but another button could be added to make finding the cart easier.

There were lots of encouraging comments about the interface, and not many hiccups beyond the cart location. One user wanted to use the search function, which required a bit of improvisation on my part.

Outcome

The Erbert & Gerbert's app is functional, but steps could be taken that would make the experience much smoother for their main groups of users. Increasing the clarity of their labels, making their menu easier to browse, and streamlining customizations are all improvements I incorporated into my prototype with great success.

Testers commented that each section of the prototype was clear and they understood exactly where they were in the ordering process. One user especially enjoyed the redesign of the customization menu, as they disliked the one used in the app.

I enjoyed focusing on user groups and streamlining the app's key tasks in the paper prototype. Testing the prototype was fun too, even if it was harder due to most of the testing being over a video call.

